



**COUNCIL OF REAL ESTATE
BROKERAGE MANAGERS**

Knowledge Delivered.®

Seller Representative Specialist (SRS) Designation Course

SRS
Seller Representative Specialist

Student Manual

The Designation



The Designation is conferred by the:



an affiliate of The National Association of Realtors®

- SRS is recognized within the NAR family of designations.
- Course registration **includes** your **first year dues**
- Annual dues are \$99 per year.

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Your Benefits

- Designee resources include articles, press release, logos, SRS marketing templates, content for marketing your designation when prospecting for listings
- A free monthly e-magazine, *The Real Estate Professional* (a \$40 value)
- A free bi-monthly e-magazine, *Real Estate Business* (a \$40 value)
- Online Member Referral Directory for US and Canada
- Customer Service for member questions
- Social media sites for members – Facebook, LinkedIn and Twitter
- Additional products and services for members in development and will be added

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The website
(currently under transition)



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Social Media



Find us on:
facebook®

www.facebook.com/SRSCouncil



Follow us on
twitter

www.twitter.com/SellerRep

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RPR REALTORS PROPERTY RESOURCE

It's FREE!
Create an Account at:
www.narrpr.com

What is RPR®?
Comprehensive data, powerful analysis, and dynamic reports for each of North Carolina's counties.

For Agents - Powerful reports to improve your marketing strategy

For Brokers - Tools to attract and retain top talent from your organization

For Commercial - Tools to find out the market leader in your area

For Appraisers - Sales Comparison Analysis and Market Research

For Associations - RPR Business Management, Communication and Training

For MLS - Integration for listing and search data for all systems

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Prospecting for Business

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It's the Broker's Job to Support You ...



TOOT YOUR OWN HORN

It's Your Job to Promote You ...

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Prospecting for Business

- Target your audience
- Craft your message
- Be mindful of the generational impact and venue of your communications
- Drip your message regularly and consistently
- Evaluate your results
- Use a Customer Relationship Management System – a vibrant searchable database
- Which product do you use?

Business doesn't fall from the sky!



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FSBO – For Sale By Owner

Your communication must counter these basic objections to hiring you!

- Don't want to know you
- Don't think they need you
- Don't know your value package
- Are certain they can save \$\$\$
- Believe they can do it themselves



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You are **not** an expense – You are a Profit Center!



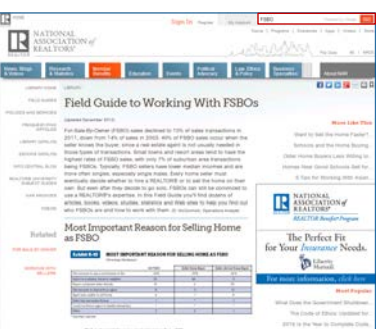
The median selling price for all FSBO sales was **\$184,000** compared to **\$230,000** for agent-assisted home sales!

25% more for agent-assisted sale

Source: 2013 Profile of Home Buyers & Sellers, National Association of REALTORS®

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Visit: www.realtor.org | Enter "FSBO" in keyword search



Field Guide to Working With FSBOs

Published November 2013

For Sale-By-Owner (FSBO) sales declined to 15% of sales transactions in 2013, down from 14% of sales in 2012. 6% of FSBO sales occur when the seller knows the buyer, either a real estate agent or not usually needed in most cases of transactions. Real estate and agent sales tend to have the highest rates of FSBO sales, with only 1% of sales by area transactions being FSBO. Specialty FSBOs are more than double agent and are more often strategic, targeted people who are using their own real estate knowledge to sell their own homes. FSBOs can still be successful in using a REALTOR's expertise in that field. Double track first offers of offers, double offers, double bidding and then use to help you find out what FSBOs are and how to work with them. In addition, here are some other important reasons why you should consider working with a REALTOR.

Most Important Reason for Selling Home as FSBO

Source: NAR's 2013 Profile of Home Buyers and Sellers


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<http://agbeat.com/housing-news/for-sale-by-owner.com-founder-gives-up-on-own-listing-hires-real-estate-broker/>

ForSalebyOwner.com founder gives up on own listing, hires real estate broker

By AGBeat Staff, August 3, 2011

This could be the single most selling transaction to the real estate profession you'll ever hear about.



Former FSBO CEO sells home the traditional way

Founder and former CEO of ForSalebyOwner.com, Corey Sandorff, listed his 2,000 square foot New York condominium on his own through online classified ads and FSBO sites, but after six months, he opted to hire New York broker Jesse Buckner who immediately advised a price change as the listing was not attracting the right buyer.

After giving up on the DIY route, Sandorff's decision to hire a broker led to attracting multiple offers, closing for \$150,000 over the original asking price. The real estate journal reports the listing sold for \$2.13 million including a 6% commission.

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Listing & Incentive Strategies

Seller's Market

Buyer's Market

1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____
6. _____	6. _____
7. _____	7. _____
8. _____	8. _____
9. _____	9. _____
10. _____	10. _____

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The Firm Rules

Office Policies

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The Firm Rules

Brokerage Policy Dictates

- **Divisions and Departments of firm:**
 - Each potentially having different policies & procedures
 - Residential, Commercial, Auction, Property Management, Relocation, New Construction, Distressed Property, etc.
- **Services you will/won't provide**
 - Administrative Fees
 - Fee for Service
 - Limited Service
 - Full Service
 - Agency Types

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'Dual' & Designated Agency

Beyond Dual Agency
Real estate "double-dipping" takes many forms

ihmanNEWS RESEARCH REPORT

This interactive map highlights the variety of approaches states have used to define the relationship of real estate agents and brokers with buyers and sellers.

- Dual agency is permitted, designated agency may also be permitted.
- Designated agency is permitted, dual agency is not.
- Transaction brokerage or other form of "non-agency" or limited agency representation are expressly permitted. (Brokers may also be allowed to provide services as "single agent" with fiduciary responsibilities to one party.)
- Transaction brokerage or other form of non-agency representation expressly permitted, dual agency and/or designated agency also permitted.

★ States that differentiate between real estate "clients" and "customers." Listing brokers may be able to represent sellers as "clients" while providing administrative or "nonreal estate" services to buyers as unrepresented customers.

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Custom-made built in bookshelves

Please scan this QR code for a video tour of your

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Improvement Basics

- Secure the listing as for the project start date rather than the start date of the showings
- It takes money to make money so set a budget and evaluate the 'return on investment'
- Buyers want "move-in" condition
- A dispassionate 'eye' or another consultant is priceless

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8 Quick Fixes to Increase Value

1. Buff up curb appeal
2. Enrich with color
3. Upgrade the kitchen & bath
4. Add crown molding
5. Buff up hardwood floors.
6. Clean out, organize closets
7. Update window treatments
8. Repair items that need fixing

OFFICIAL MAGAZINE OF THE NATIONAL ASSOCIATION OF REALTORS

REALTORMag

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Cost Versus Value

<http://realtormag.realtor.org/home-and-design/cost-vs-value>

2012-13 Cost vs. Value: Make the First Impression Count

Counting the outside of a home pays off, according to the cost vs. value report. Value Report shows which improvements earned the most return on investment for 2012-13, and which improvements added the most value to a home.

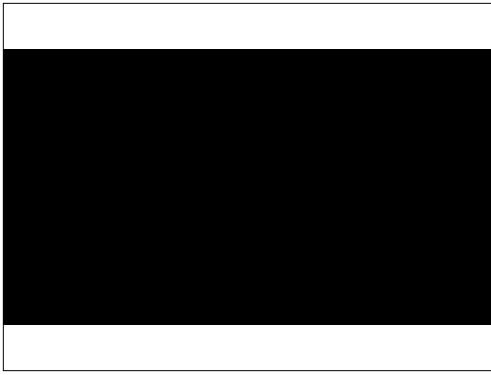
If your home is currently on the market, you'll want to make the most of the time you have left to make it shine. The article can help you decide the best improvements to make to your home, according to the 2012-13 Cost vs. Value Report. Interior improvement projects are among the most valuable home improvements that will help you command a higher price for your home.

You can also visit www.costvalue.com for free PDF downloads that include market specific data.

NAR's consumer website: www.houselogic.com is another terrific resource

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Property Descriptions

This?

Home has 4 bedrooms, 3 full baths, 2 car garage and over half an acre of land. Great house. Motivated Seller, bring all offers. Home is subject to Short Sale.

...or That?

Imagine sitting in your cozy sunroom on a warm spring morning, reading a book or laughing with family in Ladysmith, VA. This amazing sunroom comes with 4 bedrooms, 3 full baths & 2 car garage. Enjoy over half an acre while playing volleyball, enjoying a garden or having a family cookout. Seller also including the private master with oversized closet, private bathroom, jacuzzi, cherry hardwoods, fireplace, granite counters & tall cabinets.



MRIS Search Stats 2012

Item Searched	Times Per Day
Schools	100,203
Rooms	10,687
Amenities	13,083
Appliances	14,306
Transportation	18,850
Exterior Features	20,247
Community Rules	29,828
Square Footage /	38,052
Cooling Systems	38,052
Current Financing	46,326
Basement Type	49,488
Parking	55,241
Property Condition	64,298



ONLINE OPEN HOUSES



www.TheAgentTrainer.com/24HourOpenHouse

24HOUROPENHOUSE

PREVIOUSLY SOLD! | MODIFIED FOR TRAINING PURPOSES

VIRTUAL OPEN HOUSE

Welcome to 15000 Delta Lane in Bensalem, Virginia, located just minutes from Central Park in Fredericksburg Virginia and about one mile from Boardman High School.

You must see the amazing 4 bedroom, approximately 4000 sq. ft. home on 7.50 acres of land! Located near Boardman High School, this Spokanville, WA home is just minutes from Central Park in Fredericksburg. This upgraded home is being offered for \$4,900,000 and has an outstanding kitchen, wrap around porch, wet bar, single sitting room attached to the master bedroom and much more. Backs to woods! Call with links to active credits.

Please Enjoy Our Digital Homebook (Just click the arrow to the right to start)

ABOUT ME...
 And a guy... being a thing I love of God, Life and Mom #1 Father of 3 great girls, husband of a awesome wife | (Goodwill Barter Guy)

SEARCH THEAGENTTRAINER.COM
 Search by address

GET UPDATES BY EMAIL!

RECENT POSTS

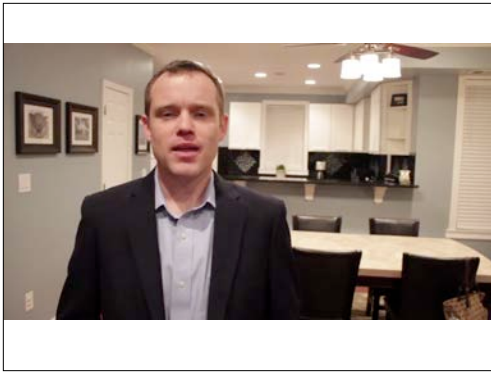
- Listing Hunt Presentation from #RealEstate2012
- Should I Get An iPad Instead of A Laptop?
- Buyer Client Pre-Meeting Email
- Updated Internet Resource List for Real Estate Agents
- How To Handle Your Millennial Agents (Part 1)











Horizontal lines for notes.

OPEN HOUSE It's Showtime!

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Horizontal lines for notes.

REALTOR® Safety

10 Years of Empowering REALTORS® to Stay Safe

5 Things to add to Your Convention Safety Checklist

10 Years of Empowering REALTORS® to Stay Safe

Safety Tips Your Clients Should Hear

Quiz: Do You Know Your Safety?

REALTOR® Safety Forms: More Than Just Space

THERE'S NO TIME LIKE THE PRESENT FOR REALTOR® SAFETY

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Horizontal lines for notes.

REALTOR® Safety is Essential

Dangerous Everyday Situations

- Showing vacant properties
- Showing short sale or foreclosed homes
- Meeting a new client for the first time
- Open houses
- Flashy personal marketing
- Transporting strangers in your car

DANGER

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Horizontal lines for notes.

Home Inspectors

- ASHI Certified
- State Certified/Licensed
- Who Should Be There?
- Lockbox Access
- Reporting



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HomeGauge.com

Sign Up | List Classes | View in Report Center

Get Your Report, Checklist | Feedback | Renewal | Log Out

Choose your home inspector and Gain Access to the HomeGauge Network!

Search for Home Inspectors! Search by: City, State, License Number

Home Owners / Buyers

Home Inspectors

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Inspections

Structural

- Frame
- Sills
- Exterior
- Roof
- Foundation

Mechanical

- Electrical systems
- Plumbing systems
- Heating/cooling systems
- Appliances




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Inspections

Environmental

- Radon
- EMF
- Mold
- Stucco
- Underground Fuel Tanks
- Lead Paint



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End of Course Exam



80% passing grade required for Designation



Please complete the Course Evaluation and turn in before you leave. Thank you!



Thank you for attending!

